

## Nightingales collaborates with Amplifon to bring hearing home

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Bangalore based company, Nightingales Home Health Services has announced its association with Amplifon.

Amplifon is an award winning company for providing the best hearing care solutions and treatments in India.

Through this association, Nightingales and Amplifon are providing hearing aid services to anyone in need within the comfort of their homes. This service will be available in Bangalore, Mumbai, Pune and Hyderabad.

According to statistics, in India, 6.3% of the population (63 million) suffers from hearing loss. The estimated prevalence of adult onset deafness was found to be 7.6% and childhood onset to be 2%. Four in every thousand children are born with severe to profound hearing loss. It has been noted by the WHO that half the causes of deafness are preventable and about 30%, though not preventable, are treatable or can be managed with assistive devices. Thus, about 80% of all deafness can be said to be avoidable.

The severity of the hearing defect can be measured in several ways. While the main procedure involves how well a patient responds to a normal speech or whispers, the tests are segregated into mainly two categories. The first procedure involves tests on how difficult it is for the patient to maintain constant speech intensity and secondly, it is tested whether the patient is particularly impaired at a certain frequency range.

Nightingales' collaboration with Amplifon also aims at revolutionizing the method of detecting hearing loss by testing at home. This enables the audiologist to test the hearing capacity of a patient in a regular environment with noise and disturbance which they are exposed to on a daily basis. This set up increases accuracy in comparison to a test conducted in a sound proof room.

Speaking on the occasion, Lalit Pai, CEO and Co-founder of Medwell Ventures said, "Nightingales witnessed an overwhelming response to providing hassle free dental services in the comfort of your home. While speaking with our patrons, we felt the need to expand our offerings by adding specialized services such as providing hearing impairment solutions to our varied categories. With more than 60% of people over the age of 60 suffering from some degree of hearing

impairment, loss of hearing is becoming a common household problem. Statistics suggest that 1/12th of the whole population suffer from some extent of hearing loss. While not many realize they have a problem, people across age groups have been diagnosed with early hearing impairment issues which could be resolved with timely medical assistance."